

Canadian Blood Services Campaign



Canadian Blood Services
it's in you to give

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Executive Summary

The Canadian Blood Services is a Canada based non profit organization that gives Canadians the chance to donate blood, and give a life to those who are in need of it most. The Canadian Blood Services operate in all provinces across Canada except for Quebec. In terms of their direct competition, the Canadian Blood Services are in a league of their own. No other non for profit organizations in Canada offer blood donation services like them. There are however a many indirect competitors such as The Hospital For Sick Children, World Vision and The Canadian Food Bank. Right now, The Canadian Blood Services currently has 17,000 volunteers located across all of Canada and 36 permanent clinics all across Canada.

The target audience that we believe would be the best fit for our campaign are the busy adults, who range from the ages of 36-49 years old. These men and women are adults who are currently living a very busy lifestyle and do not have the ability to take the time out of their day to catch up on their social life. That is why Out of Home transit advertisements is considered our top media choice. This is because our target audience are constantly taking the transit to work because of the rise in gas prices. They are going to be exposed to transit ads such as bus shelters, interior sized ads and king sized ads every time they are on their way to work.

The objective of this our RedFest campaign is to attract at least 100,000 new donors for the Canadian Blood Services, while still attracting their existing donors. We will be doing this by using various media platforms such as Facebook, YouTube, LinkedIn, Instagram and Google Adwords. We will also be using the Canadian Blood Services already existing donors list to send out Direct Mail. Last but not least, we will be using event marketing to raise the awareness for our RedFest campaign and the blood bus.

With the RedFest campaign, we will be traveling to 15 different cities all across Canada promoting the Canadian Blood Services and the importance of blood donations. We will be using the blood bus as our form of transportation. During these events, we will have many family activities where people can bring their kids and spend the day with us, learning what the Canadian Blood Services has to offer not to just individuals, but families as well.

Situation analysis

SWOT Analysis

Strengths:

- Nation wide organization (excluding Quebec)
- Independently operated
- Over 17,000 Volunteers
- Not for Profit organization
- Amazing partners including: Great West Life, Trinity Western University, Edmonton Corporate Challenge, OPP, London Health Sciences Centre and 590 VOCM- Steele Communications.
- Database of previous donors including SMS numbers and email addresses.
- Effective past campaigns that reached billions across the world, with the help of other country's blood donation services.
- 36 permanent clinic locations
- 14000 clinics held every year
- Dedicated, passionate employees
- No competition in Canada, they are it
- They have many different "products". They take blood, organ, cord blood, stem cells.
- Great reputation in Canada for helping people when they need it.
- Canadian Blood Services research is leading to the development of more advanced blood transfusion practices.
- They already have a mobile blood bus we can use.

Weaknesses:

- Currently does not operate in Quebec, thus missing out on the potential to collect thousands of donations and potential partners.
- Heavy Pressure behind them to get the right amount of blood donations every year by everyone from the public, to the highest levels of government.
- Although they allow Gay men to donate blood, they are forced to wait a year to abstain from sex with other gay men to donate. For example, when the Orlando massacre happened ending the lives of 49 gay men, people who are in a monogamous gay relationship were not allowed to donate blood even though they don't have HIV. Having this ban in place could damage the brand image of CBS as an organization that cares about everyone, especially among millennials.
- The Canadian Blood Services (CBS) doesn't have much of a presence in Canada's north.
- Because of recent diseases that have been spread through blood donations, many people have been more hesitant to donate their blood.

Opportunities:

- Canadians are an extremely patriotic people and are always looking for ways they can support their country, help others and better themselves.
- Canadians are some of the most loyal donors in the world, donating on average twice a year.
- Canada's 150th birthday can be a huge year for us. We can show the world how patriotic we are by showing the powers we have by coming together to achieve an incredible donation signup goal.
- Celebrities can be huge assets to achieving our goal of 150,000 signups.
- Using our partner's assets, we could leverage their assets and potentially get them to help pay for our events in the 15 chosen cities the bus is going. They could potentially get us chairs, paint, workers,
- With a weaker dollar, and many people looking to save money people still want to help charitable organizations. Blood is something that people who may be suffering as a result of the economy CAN donate and is something that is unaffected by a struggling economy.
- Implementation of Snapchat as a social media vehicle.
- Online donation signups, and as a tool for people to use to learn more about CBS.
- Work to ending the ban of gay men donating blood from 1 year to something that doesn't discriminate on sexual orientation.
- Convince Canadian women between 35-49 years to donate. They are decision makers in the households and often drive men to do things. Women are more emotional so we want to take advantage of this and get them to get the whole family (older children and husband) to donate blood.

Threats:

- Donations seem to be on a decline during summer months.
- Lot of people have a fear of blood, feel very uneasy around blood, thus its very hard to get them to donate. Hemophobia is a very common fear for people, in the U.S over 5 million people are terrified of needles and almost 4 million people are scared of blood. Convincing these people to donate is nearly impossible.
- Religious restrictions. A lot of religious people, a lot of them being of the Mormon faith are not allowed to take part in blood transfusions.
- Younger people don't care as much as the older crowds. They are only in for for "me", attracting these people without giving them an incentive is very hard to do.
- Blood donations are not seen as a pleasurable experience, they are associated with pain and uneasy feelings.
- Negative press on social media posts regarding the discrimination of homosexual people

Environmental Scan

Competition

The Canadian Blood Services is the only non for profit organizations in Canada that offers Canadians the chance to donate blood, stem cells, organs/tissues and cord blood. They face competition in the forms of other charities. There are many not for profit charities that are indirect competition such KIVA Canada, World Vision, The Hospital for Sick Children, L'Arche, Canadian Food Bank, etc. These will all offer a challenge as most of them are viable causes that are in desperate need of donations as well.

Technology

The Canadian Blood Services are leaning towards having more of an online presence, as the world is moving quickly into a digital age. They're currently taking advantage of this by running the "GiveBlood" application. It's beneficial to donors for the CBS to be up to date on technology, since most of the time tech makes things easier. The easier it is for a donor to participate, the more donors there will be.

Political

With the current political situation that exists in today's world, many Canadians across the nation are very hesitant to donate blood because of all the risks it carries. When looking back to previous years of blood donations, there has been many problems with the transportation of diseases, and it has heavily affected the number of donations by Canadian donors over the years. With this still being a big factor, CBS will have to showcase themselves as a very safe and trustworthy organization to Canadians.

Economic

In terms of the economical standpoint, it does not cost money for Canadians to donate their blood. Blood will always be able to be donated no matter what the financial situation of the donor is. Monetary donations could possibly have an effect towards the economical standpoint, but that is not something that people should worry about. However, if the state of the economy we're to become an issue, donations would be very difficult to acquire. Thankfully, Canada is in a state where the economy is thriving, and medical care is a fairly high priority to the government.

Sociocultural

In today's world people are always looking for ways to involve themselves in their communities in order to make a difference in the lives of others. Many are afraid of donating blood due to being intimidated by the process. Some simply don't donate because they don't know how in demand blood actually is. By showing people that CBS is more than just donating blood, we can

help open them up to changing the lives of people not only from their community, but on a much larger scale

Target Audience

Demographic and Geographic

The busy adult: Age 35-49.

Our primary target market for this campaign is going to be adults, between the ages of 35 and 49 years of age. They are mostly Caucasian and are living in or close by Canada's bigger metropolitans. They live in homes, condos or apartments. They're classified as middle class and earn between \$50,000 to \$100,000 a year. They are working full time jobs where they are likely to be approaching mid management positions. This target has at a minimum finished some kind of school, and are educated whether it be finishing high school or college. We say either because this generation didn't necessarily go to college, a good amount of them got their careers right out of high school, the others went to college. These are parents, they have children who are between the ages of 15 and 22 and are either married or have been married and are now single. Our primary target is more so women than men because women tend to have a lot of say in households.

Psychographic

Our audience is highly patriotic. They care about their fellow Canadians, as they genuinely believe that living in Canada is a privilege, which it is. These people are more conservative in their beliefs and religious with the majority of them being a part of the Christian faith. These people are always looking for an occasion to celebrate, whether it be a birthday, a holiday a promotion etc. This group of people are highly interested in sports and events they can do with their family. Although they own a vehicle, with climbing gas prices they are starting to make use of public transit options. These people spend a lot of time in city centers, as they tend to be working downtown near most business parks. On their lunch breaks they walk around downtown in high traffic areas such as in main markets to get their lunch and coffee then return to work. They do not go home for lunch; they stay close to their workplace on breaks.

Benefit Segmentation/ Usage Rate

These people are the primary donors for the Canadian Blood Services. They donate on average twice per year. Our target is willing to donate their time, blood and money to an organization they care about. They are looking to receive some sort of gratification for their efforts and know they are helping make their country a better place for everyone. They want to know their patriotism matters for something, and to show off how their efforts paid off with their sacrifices. These are people that want to make this an experience, they want to include their families in their activities and make these kinds of experiences 'learning experiences' for their children so

they can teach them important life lessons (how blood donations are a key Canadian trait as they are the ultimate gift).

Sweet Spot

Consumer Insight

Our target audience is eager to make a difference and do something for their country. They know that donating blood is needed, but don't know just how big of a difference it can make. They don't really put two and two together as far as helping their country, and donating blood.

Brand Insight

Canadian Blood Services is a brand that is the embodiment of Canadian values. It's a brand that is by Canadians for all Canadians that offers people the most precious gift of all. Life.

Sweet Spot

Canadian Blood Services is the essence of Canadian values of giving what matters most, life.

Objectives and Strategy

Problem/Opportunity

The Canadian Blood Services are in desperate need of 100,000 new blood donors for the 2017/2018 year. Canadian's are highly patriotic, and would do anything to help their country grow. For Canada's 150th anniversary, we are going to plan events throughout the summer months in order to gain new donors through their love for our country.

Overall Communications Objective

To communicate to Canada's busy adults that giving blood is a fulfilling experience, and now we can set a record to take part in to show what we are capable of in Canada's 150th year of being great.

Positioning Statement

The Canadian Blood Services is there for all busy Canadian adults who want to make a difference. We live and breath Canadian values and offer people the opportunity to give what matters most. We are the only Canadian organization that gives the gift of life, love and happiness for future, current and all Canadians in their time of need.

Advertising

To build hype for our RedFest Event happening over 150 days over the summer of 2017 and get people excited to come together to break the Canadian record for most people to sign up to donate blood over 150 days.

Event Marketing

To make people see blood donation and signups as more of a fun, rewarding experience than a scary, unpleasant experience. We want to tie this directly to our advertising and build excitement, and pride to be Canadian and donating blood for our country's 150th year of being awesome.

Direct Marketing

To get our loyal, past donors to volunteer, engage with us online to build hype for our RedFest event.

Creative Brief

Why are we advertising?

Essentially everyone in Canada knows about Canadian Blood Services and how important blood donations really are to Canada and the World. The reason we are advertising is quite simple and straight to the point. Canadian Blood Services is in desperate need of 100,000 new blood donors for 2017-2018. We want all Canadian's to know it's their patriotic duty to help others, and giving your blood, your Canadian DNA to others is just about as Canadian as it gets. Canadian's have a chance as it gives people the greatest gift of all. Life. With Canada's 150th year of greatness fast approaching, we want to capitalize on Canadian patriotism and pride. For Canada's 150th, we are planning a country wide blood bus tour

Whom are we talking to?

We are talking to the busy adult, the average Joes. These Joes go about their busy daily work lives without thinking about much else besides their jobs, bills and families. They spend so much time working to earn their keep, making between \$50,000- \$100,000 a year. These people are always on the lookout, searching for a reason to go out and spend time with their families. They are searching far and wide for a fun, educational outing the whole family can enjoy and really take something away from the experience whatever it may be.

What do they think?

These middle aged, busy and hardworking adults don't know about donating blood. They see donating blood as a profoundly unappealing, stressful and even fearful situation. They know donating blood is important, but they feel it's too much of a hassle and an experience that isn't fun, especially if they need to take their kids along.

What do we want them to think?

We want them to think all Canadians are rallying together for Canada's 150th year of greatness. We want them to think blood donations are as Canadian as it gets. Donating red, Canadian blood to help others in their time of need couldn't get any more profoundly Canadian other than playing a hockey game in the middle of a maple forest in the spring. In essence, we want these people to let the eager, patriotic Canadian out to play, rally with the rest of the country in a nation wide campaign to signup for blood donations.

Why should they?

Blood saves lives. It is the greatest gift you could give someone; it is the gift of life. Canadian Blood Services is a brand that truly cares for every last person in need of life saving blood. Blood donation is a learning experience, and should be a part of growing up. If kids see their parents donating blood, the odds of them becoming donors is increased exponentially. Blood is life: That child in the hospital in dyer need of blood for cancer treatment? Blood donations are key. Blood donors are the embodiment of Canadian values, and are setting new traditions that will make Canada even better.

Tone

Fun, highly patriotic, hype, empowering, togetherness, encouraging, inspiring.

Mandatories

Do not play with the logo at all

No incentives

Canadian Blood Services brand must be used

We must follow the give life campaign, Red Bandages, arms must be used somehow

Facebook/Instagram logos

Red must be a key colour in the creative

Call to action (blood donation signup)

Budget

For our campaign, we will have a maximum budget of \$300,000 for media buying, and \$100,000 in assets to cover the costs of things like events. Our overall budget is \$400,000

Advertising Schedule

April 1, 2017 through March 31, 2018

Blood Bus Tour Schedule

The bus will be on tour from June 1st through November 24th for a total of 150 days.

The following schedule specifies the dates where events from our campaign will take place.

- 1. Halifax (June 1st- June 10th)**
- 2. Oshawa (June 12th- June 22nd)**
- 3. Ottawa (June 24th- July 4th)**
- 4. Toronto (July 6th- July 16th)**
- 5. Hamilton (July 18th- July 28th)**
- 6. Niagara Falls (St.Catherines) (July 30th – August 9th)**
- 7. London (August 11th- August 21st)**
- 8. Windsor (August 23rd – September 2nd)**
- 9. Winnipeg (September 4th – September 14th)**
- 10. Regina (September 16th – September 26th)**
- 11. Calgary (September 28th – October 7th)**
- 12. Edmonton (October 9th- October 19th)**
- 13. Kelowna (October 21st- October 31st)**
- 14. Vancouver (November 2nd – November 12th)**
- 15. Victoria (November 14th – November 24th)**

Media Strategy

Media Objective

To reach 65% of busy adults in Canada over our year long campaign 4 times a week, using a mix of digital, out of home and social media execution to build hype for our 3 month RedFest tour across Canada.

Digital

With digital media platforms such as social media, we are able to advertise our content accurately and very effectively, without sacrificing much of our budget. By using other platforms such as Google AdWords, we are able take advantage of geo targeting options that can allow us to segment our audience, to effectively target ads specifically towards them. By using social media platforms, we will be able to connect with our audience using videos that connect with them through an emotional standpoint. By using Facebook, we will be able to specifically target our audience with sponsored ads. Facebook is also a lot cheaper compared to other social media platforms, so if we are able to reach more people without paying a big price, that can go a long way for us. YouTube is another great way for us to reach our audience because it is an easier way for our audience to repeatability watch our videos and share them with others. With paid YouTube advertising, we are able to create a larger amount of awareness because we would be able to target more than just our audience. 95% of of primary target uses YouTube. We will also be using Instagram as another social media platform. Instagram fits well with our audience because Facebook is its parent company. This helps us because Instagram can use Facebook's user data, to target specific audiences. Lastly, we will be LinkedIn as one of our digital platforms. We believe that LinkedIn is a very effective platform because like Facebook and Instagram, it allows us to specifically target exactly who we want to reach with our ads.

Out of Home Advertising

Advertising outdoors through Canada's bigger metropolitans by using transit as a medium. With gas prices not staying very consistent, and rising more than they fall, more and more people who fit our primary target market are starting to ride the bus. They still own a car, but a lot of them are starting to drive their vehicle to a transit station park and ride, park it for the day and take the bus instead of spending so much more money on gas, burning that gas in heavy traffic and spending absurd amounts on parking fees, which is just in the nature of bigger metropolitans. Transit advertising is so important, and has so many benefits when it comes to buying ad space. To start off with, transit advertisements are much harder to ignore. For example, when compared to other forms of advertising (such as television), people can do things like mute the television or walk away. On the bus it's much harder to ignore these ads. You can't turn them off, you can't mute them and you can't just walk away from like people can do at home. These people are essentially trapped in the bus, the boring bus where they spend between 30-40 (approximate) minutes each day. They are constantly looking around and looking for distractions, so their heads naturally tend to avoid other people and look for attractive, colorful things they can look at. Out of home ads are also so great because we are

able to buy specific locations for our ads, high traffic areas that our target will be most likely to see them. For example, we can place street level ads around downtown core areas of major cities since this is where so many busy working class adults tend to be spending their days at work.

Event Marketing

Our campaign, and most of the advertising it includes is based around a central event theme, happening across 15 cities over the course of 150 days. For three months, a bus touring Canada going from city to city will be bringing along with it, a big week long event called "Redfest". The event will consist of live bands, food trucks, family activities, information sessions, and more. The idea is generating buzz in each city around the time the event is there in an effort to gain new donors. By getting potentially thousands of people to attend and participate, talk about it on social media, have news coverage, and have an all around good time, it can generate positive feelings around blood, stem cell and other types of donations. Each of the cities events will scale to the size of the city. For example, a city with a smaller population will require a smaller budget. Events require logistics, but they are also a great way to generate buzz. People walk by ads every day without thinking twice, but when there's mass coverage, social media chatter and physical actions happening around you, it's hard to ignore.

Direct Marketing

Direct email is going to be an integral part of our campaign. Because we already have a large database of everyone who already donated blood, we can utilize these records to send them content about our attempt at breaking a Canadian record. Utilizing these email addresses would be extremely cost effective as its free to send an email/text. Our primary target is also highly involved in email everyday as it's an integral part of their everyday lives, with work especially.

Web

We have decided to use Facebook as one of our social media bases for multiple reasons. Firstly, the minimum spend on Facebook advertising costs only \$1 a day. However, even with it's low budget cost, you can reach hundreds and thousands of users that meet our specific targeting criteria. Facebook is also very popular amongst our target market. It has a massive audience which includes potential customers. Facebook claims to have around 1.3 billion active users, therefore you can guarantee that no matter what business industry you try to advertise there will always be an active percentage of our target audience on Facebook. Users between the ages of 35-54 make up a whopping percentage of 31.1%. Another social media platform we would like to include in our campaign is Instagram. Instagram's user base has grown immensely throughout the past few years. Due to the fact that facebook is instagram's parent company, we will easily be able to tap on facebook's extensive user database to target our specific audience.

We will also be using Youtube. Youtube is the second most searched engine in the world as of right now. It gets over 6 billion hours viewed per month alone and 95% of our users are active on this website. Youtube also has a low cost, with only a few cents owing per view for in-stream

and in-display ads. Advertisers are also only charged if the viewer watches up to 30 seconds or the entire video.

Finally, the last social media platform we chose to use is LinkedIn. LinkedIn is a great choice because it can connect us with up to 450 million active members, most of whom are related to our target audience. It allows us to advertise in a professional context, and reach out to our target audience by simply searching relative industries and companies. It also allows us to set and determine our own budget on the website, as well as pay according to how many clicks and impressions we receive.

Our top media choice

Although web advertisements are commonly popular in today's advertising industry around the world, we decided that choosing out of home advertising would be the best way for us to reach our target audience. With our target audience being busy adults, they do not have any leisure time in order to keep up with the social world surrounding them. A large portion of our target audience also use transit as a source of day-to-day transportation.

One media class we avoided

We decided it would be in our best interest to avoid using television to advertise our message. Every year, more and more people are "cutting the cord" and avoiding television, as they can no longer justify the service they're getting for the cost. While television still does have a viewership, the cost of running ads on that medium far exceeds its benefits, since tech like digital PVR's exist that allow fast forwarding of ads on recordings. People are moving from television to online streaming services such as Netflix, Hulu and Amazon. Another reason why we have decided not to choose TV advertising is simply because the selection of channels is too great. Due to the fact that we are only able to target one specific television program at a time, we feel that our audience will be limited. In order to reach a wider range of viewers, the only option to solve this problem would be to target multiple programs, which is too expensive.

Media Tactics

Our target market is somebody who lives a busy, hectic life. They are using a wide variety of media every day of their lives so they can stay connected to the world. Like no other time in

history, people in their prime between the ages of 35 and 49 are able to use media to keep tabs on the world, themselves, and their families. They have the ability to learn and grow as humans like never previously imagined thanks to the ever changing ways people absorb media. As our target market is currently positioned in their everyday lives, we have chosen media that will best suite them while remaining on budget and on goal for our campaign. The media we have chosen will be out of home advertisements and direct marketing. Social media, digital media and event marketing will all be under heavy focus for this campaign based on things like our budget and growing media platforms

Facebook

Through the use of Facebook, we hope to include =ads that show the true importance of donating blood in order to save lives. This advertising method will allow us to intrigue our users and potential donors by visually communicating with them. We also plan on spreading awareness through sponsored advertisements, this way it will appear on user's feeds all across Canada. By making a post, users are publically able to share, like, and comment on the ads which also helps spread the message continuously. Another method we can use to ameliorate our budget is Facebook ad manager. This feature will allow us to select the exact target audience we want to communicate with.

YouTube

For our YouTube advertising, we will be using an Indiana Jones style type video that shows the viewers our Blood Bus going from city to city throughout its tour across our chosen cities. We will be posting 5 second clips before videos are played.

Instagram

Although we will not be using Instagram as a form of paid advertising, we will still be posting daily on our page so that our followers can keep track and stay up to date with our campaign.

LinkedIn

LinkedIn uses big box ads, therefore we plan on taking advantage of that opportunity. Each page that the user of this website clicks on, our advertisement will appear on the side or the top of the page, making it inevitable to miss.

Event Marketing

We are creating an event called "Red Fest" which involves a bus touring across Canada, visiting 15 cities over the course of 150 days. We will be in each city for 10 days. By offering live music, a variety of foods, activities for all ages, and information sessions, this will pull more and more potential donors to come out and support the service, as well as create more awareness in each city. The feel good atmosphere from the event will thus generate positive feelings towards blood donation. To gain publicity for our "RedFest" event, we are going to try and leverage newcap radio to provide free radio coverage of our event. They can have a tent with their logos

plastered all over the place. We strongly believe they would be thrilled to be a part of this charitable event for the betterment of all Canadians, and for such a great cause. To cut down on costs we are going to host our RedFest event on Canadian Blood Services property. Each city will have an event that will be held for 6 hours. We will include live music by our radio sponsors, dunk tanks, info kiosks about blood donation, face painting, food, balloon artists, temporary custom tattoos and photography with our RedFest sign to prompt more social media engagement/interactions. We want to essentially change how people view blood donations, and make it into more of a fun/educational experience through our event.

Out of home advertising

We decided to use transit as our number one medium for out of home ads. These types of advertisements are posted all over city buses, inside and out. As mentioned previously, ads on transit are much harder to ignore compared to television ads that can be muted, skipped, or blocked, therefore it will be harder for viewers to ignore them. We are also going to use street level ads, ads inside LRT as "28" posters.

We have chosen to use out of home advertising as a key cog in our campaign for a few reasons. We feel strongly about reaching our target where they will be during their busy lives, where they may not have been thinking about blood donation. By advertising along sidewalks on busy streets in Canada's bigger cities through street level ads and in and on buses we can make them think twice about the need for blood as an everyday part of their busy lives. In bigger cities such as Toronto where droves of people involve public transit in their daily commutes, we will be implementing lots of ad dollars. This is simply due to the fact that if the bigger cities are seeing and talking about our ads, it will trickle down to the smaller cities in Canada through word of mouth and people talking about it online. Our outdoor ads will be featured in these cities while our blood bus is coming to town, and is in town. The ads will be running for 4 weeks, which will include the day which the bus is in town for the event. As the world keeps getting more, and more technologically advanced every day, we've decided a large portion of our campaign will be digital. We will be using display ads such as big box ads on Facebook, LinkedIn to reach our target market. We will also be using Google Adwords in our campaign as an integral piece of our advertising. We will buy words such as Blood, Donation, needle, Canadian, Pride, 150th, etc.

Direct Marketing

We will contact those in our email database twice a week with digital postcards that highlight our RedFest event. We will content these people twice a week with news and information about our event happening across Canada, how they can volunteer and where they can sign up to donate again. These people are already loyal supporters so our goal for this will be to gain volunteer support and increase social media engagement.

Budget Breakdown

Out of Home - \$150,000

Street level ads

London: 22 faces for \$12,600 over a 4 week period. Estimated 25 daily GRP's

Hamilton: 15 faces for \$9,800 over 4 weeks. Estimated 25 daily GRP's.

Vancouver: 3, 4 week spot buys: \$3570

Edmonton: 30 faces for \$20,300 over 4 weeks. 25 estimated daily GRP's.

\$46,270

King Posters

Halifax: 9 faces for \$4,455 over a 4 week period. Estimated 25 daily GRP's

Oshawa: 10 faces for \$4,830 over a 4 week period. Estimated 25 daily GRP's.

Toronto (CORE): 104 faces \$57,200 over a 4 week period. Estimated 25 daily GRP's.

Regina: 7 faces for \$2,800 over 4 weeks. Estimated 25 daily GRP's.

\$69,285

Interior Cards: 11"x35"

Winnipeg: 542 faces for \$13,550 over 4 weeks. 25 daily estimated GRP's.

Ottawa: 212 faces for \$5,300 over 4 weeks. 25 estimated daily GRP's.

\$18,850

Transit Interior (LRT 28's)

Calgary: 75 faces for 4 weeks at \$13,875

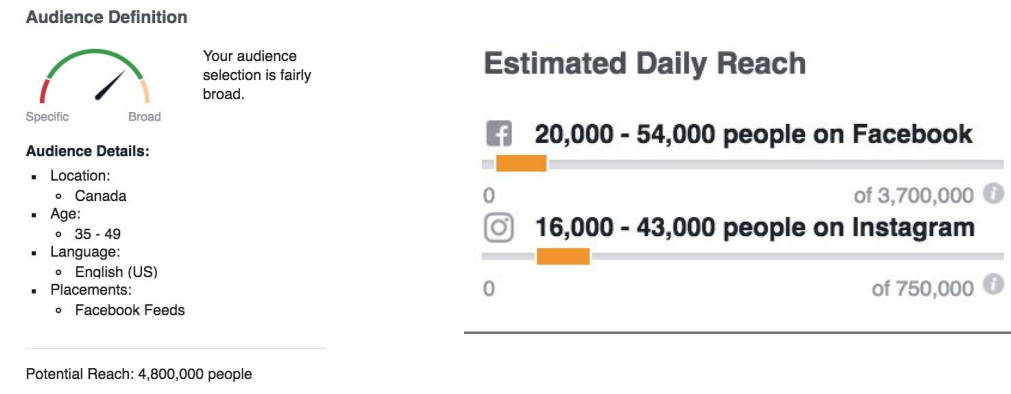
\$13,875

out of home total - *\$148,280*

Digital- \$150,000

Facebook: \$75,000

For full one year campaign. This will include sponsored ads. This will allow us to reach 4.8 million people across Canada. Although our audience is considered broad, we are still able to target a very good amount of the Canadian population. This is a good thing because we will be able to get a lot more exposure.



YouTube: \$25,000

For one year campaign. Our daily budget for YouTube will \$68.50 and this will give us between 2000-3000 views per day on YouTube. Our cost per views will be a max of .34 cents per day. This will be a ppv system. (Pay Per View System).

A daily budget of

\$68.50

will increase your video views by
approximately

2K - 3K

views/day

Google Adwords: \$25,000

Throughout our year long campaign, we will be spending \$25,000 on Google Adwords. We believe that with Google Adwords, we will be able to reach a large majority of our target audience while having the ability to control our costs and managing our campaign exactly the way we want it.

Linkedin: \$25,000

With LinkedIn, we will be using it to advertise our year long campaign. LinkedIn is very similar to using Facebook Admanager. We will be able to reach a larger scaled audience with the \$25,000, creating more awareness and exposure for our campaign.

Event Marketing- \$100,000

(note: Event costing is mostly estimates as costs can vary depending on date and location)

Entertainment

- Dunk tank (\$150 rental price for 6 hours). \$1500 a city for 10 days - \$22,500
- Balloon decorating (we can make heart/blood/bandage/needle shaped balloon art with many balloons.) \$400 estimate for a creative needle/blood drop shaped balloon art that will last the duration of our event. \$6000 total.
- Balloon artist (for kids) \$100 a day estimate, \$15,000 total having a balloon artist for each city
- Face painting (\$100 flat rate, and \$80 an hour additionally.) The face painter will be at the event every day for 1 hour. \$15,000 total for all of Canada.
- We will have NewCap radio sponsor the event for each city. Each city we go to we will have live music from local radio stations. We believe they will be happy to come as we are doing the advertising for the event Canada wide, and they can have their own tent and promote their radio station at the event as well.
- (Should they deny us, we will offer people karaoke and music from a
- volunteer photographer from a H.S photography class, unpaid internship from a college student to help get the necessary credits to graduate. Or one of our previous volunteers would love this volunteer opportunity. This would be over 10 days in each city - \$0
- Tie Dye, people can take part in tie dye events to change the colour of old shirts to a new red/white tie dye shirt in each city. - \$10,942 for tie dye kits for each city for every day we are there.
- Custom pens for RedFest: \$9900 for 15,000 customer pens for our event to give away

\$79,342.5

Equipment

- We are going to buy a small stage. 12 feet by 8 feet. This is \$1,909 This way we could transport it city to city. This stage will be for the radio sponsors.
- We will also buy 30,000 custom temporary tattoos at \$4,335. This would give use 2000 tattoos per city we visit.
- We are going to buy a cargo trailer we can use to haul our equipment around the country with to cut down on costs of renting. We can buy a trailer that will suit our needs for \$5500.

-We could buy a tent and get volunteers to setup and teardown for \$1599. We are going to buy 2 tents. We are using one tent for educational purposes and for blood donation signups. In this tent we will have small kiosks with display boards made by helpful volunteers explaining the importance of blood donation and the different types of blood with things like fun quizzes, similar to the Canadian Blood Service's online blood quizzes. The other tent will house entertainment, such as the face painter, balloon artist, live music.

-To save money on buying/renting a bus for our "blood bus" we are going to use a bloodmobile already owned by Canadian Blood Services to tour across Canada.

-We expect to pay about \$2000 in gas for our RedFest tour across Canada.

-We are going to create a custom sign, 7 "x 7" . This will be wrapped in red with a large red bandage on it with the words "RedFest #givelife". People can take photos with it while they were at the event and post it on social media with the hashtag to show all their friends they support a great cause and encourage friends to come out. It will be plywood, wrapped in red vinyl. The cost for one is \$25. We want 15, one for each city so it will cost us \$375 for the plywood. Volunteers can set up the signs in each city for no cost.

-Red vinyl - \$631

-Miscellaneous (boards, posters, tables etc) : \$2709.5
\$17,948

Staff/Security

- Event staff will be free, we will be making use of the 17,000 volunteers across Canada for our RedFest.

-Local Police departments will provide security free of charge, especially because OPP is a partner for life we can leverage others to help out.

Food

-We are going to contact local food trucks to attend our event to cut down on costs, and still offer people food for the event. \$0

Event total: \$100,000Total

Campaign Cost: \$398,280

Social Media Campaign/Strategy

In the world of advertising today, social media platforms have arguably brought in the most success for marketers. With tools like Facebook Ad manager and Google Adwords, advertisers and marketers are able to easily plug in some information about their target audience, and successfully advertise their content specifically towards them. In terms of our target audience, they are people who rely heavily on some certain social platforms, so they can stay connected

to the world that is around them. Facebook and YouTube will be our main two platforms because they will allow us to gain a larger scale of reach. In terms of Instagram and LinkedIn, we believe that these media platforms will still be able to generate a lot of hype and awareness for our campaign, even though our audience does not rely heavily on either of the two. All our Social Media platforms will be used to advertise our campaign over the course of 1 year.

Social Media Objectives

Our overall Social Media objectives include:

- To increase the overall awareness/exposure for The Canadian Blood Services
- To increase the awareness of the Blood Bus tour across the nation
- Increase the number of views, shares, likes and retweets across all our media platforms
- Increase views of content and CBS website by 20%
- Creating conversations/connections with followers/donors through social media
- Deliver clear message about RedFest campaign

Facebook

With Facebook as one of our top social media platform, we would like to increase the traffic of our page by at least 20%. We would also like to increase our page interactions by at least 10%.

Content

With our Facebook posts, we would like to create engaging content that will allow us to grab the attention of the viewer in order to teach them what it means to give blood to those who are in need of it most. We will be using both video advertisements and print advertisements.

Evaluation of Success

We will be measuring the success of our Facebook account by seeing how many likes we can gain through our posts, how many shares we gain through our posts, how many replies/comments we get, and how many followers we get for our page.

Instagram

Using Instagram, we would like to increase our engagement/interactions with our followers by 7%. We would also like to increase the amount of followers we receive by at least 10%.

Content

Our objectives through Instagram will be to post engaging content that can get us connected with the viewer on an emotional level. We want to highlight the key importance of how blood donations are so key and beneficial. With Instagram, we have the ability to post more than just photos. We now have the ability to also post Instagram photos and stories as well. This will allow us to create more of a live feeling with our followers.

Evaluation of Success

We will evaluate the success of Instagram by monitoring the increased traffic to our page, our likes, comments and the increase of followers.

YouTube

Since YouTube is used by over 90% of our target audience on a day to day basis, we want to make sure that we are using it to our advantage. Currently The Canadian Blood Service has 711 subscribers on their YouTube channel. We want to raise that number by at least 10% through the duration of our campaign.

Content

Our YouTube advertisements will consist 5 second clips that are played before the start of a video. We will be promoting the Blood Bus and showing it driving through different parts of Canada. We decided on 5 second videos because it does not give the viewer an option to skip the ad. Following the ad, the viewer will be able to find the link to the website, where he can find out more about CBS.

Evaluation Of Success

We will evaluate the success of YouTube by recording how many views and likes we have received on our videos. Also, we would check to see if we gained any new subscribers and how many people clicked on our link to the website.

Linkedin

Because LinkedIn is not one of the more common social platforms that advertisers use frequently, we want to make sure that we are getting the most out of it. With LinkedIn, we would like to post links to our blogs about blood donations and the benefits of donating blood. We want to increase the readership of our blog posts by at least 10% over the course of the yearly campaign.

Content

As mentioned before, we will be using content marketing such as blog posts to really inform people about CBS, and how they can join the movement of giving blood to people in their community. We will also be posting sponsored advertisements that lead to our website as well.

Evaluation of Success

We will be able to evaluate the success of LinkedIn by the cost per clicks that the link of our blog posts receive. This also goes for our sponsored ads as well.

Timing

Facebook

After conducting research , we have found that the most popular times for posting on Facebook throughout the week are 11:00 a.m., 3:00 p.m. and 8:00 p.m. Other times that Facebook is good for posting on is Wednesdays at 3:00 p.m. EST. Since these will be the best times and days for advertising through Facebook, we have decided that we will be posting Wednesdays, Fridays and Saturday. On Wednesday, we will be posting at 3:00 p.m.,on Friday we will be posting at 3:00 p.m. and on Saturday we will be posting at noon because it has the most traf c for a weekend. We did not choose to go with Sunday simply because Facebook encounters a very big drop off compared to other days of the week.

Instagram

When using Instagram, the best times to post our content would be on Wednesdays at 2:00 a.m. and 5:00 p.m. Other days that are very popular for posting on Instagram include Mondays at 7:00 p.m. and 10:00 p.m. We decided to go with Wednesday as one of the days we will posting because Wednesday is one of the most popular days for Instagram. This is because people are not posting as much on Instagram during these times on Wednesday, so it will allow our audience to take time and look at our posts, and become more connected and engaged with them. Monday is also a very efficient time to post content because people are always interested in what happened on the weekend, so they want to catch up with what happened.

LinkedIn

The most popular times to advertise on LinkedIn would be during the week during busier work hours. For LinkedIn, we will be posting on Tuesdays, Wednesdays and Thursdays. On Tuesdays, we will be posting from 7:30 a.m. to 11:00 a.m. We will be able to generate traffic during these times because the first thing people a do when they get to work is check their emails. On Wednesdays, we would want to post at 12:00 p.m. because this is when people go on their lunch break, so they will have some time to check up on their social life. Lastly, on Wednesdays, we will be posting from 5:00 p.m. to 6:00 p.m. simply because this is the last time our audience will check their emails before they leave the office.

YouTube

YouTube is one of those platforms that can be successful really at any time you post during the week. But after really digging in deeper into research, I found that if we really want our videos to get the best viewership possible, we would want to advertise on days such as Thursday, Friday Saturday and Sunday. This makes sense because these are the days where people start to think more and more about the weekend. This works out perfectly for us because when we start to near the end of the week, this is where our target market starts to catch up on their social life. On Thursdays and Fridays, we want to advertise between 12:00 p.m. and 3:00 p.m., and on Saturday and Sunday, we want to advertise from 9:00 a.m. and 11:00 a.m..

Social Media Rationale

Facebook

Using Facebook, we are able to expand our reach to 4 million Facebook users who fit our target demographic. With Facebook, we are also able to use A/B testing abilities, which allow us to test our ads and see what kinds of responses they will receive from our audience before we go ahead and post them live. Compared to other social media platforms, using Facebook sponsored advertisements is less costly. This allows us to save a bit of money, but at the same time it is just as effective in terms of reaching our target audience. Due to Facebook's ability to avoid ad fatigue, we are able to have the flexibility to post new creative every week, so our audience can stay engaged with our posts. Lastly, enhanced audience targeting is one of the main reasons why we decided to use Facebook as one of our main social platforms. With the ability to really hone in our audience, we can use Facebook Ad manager to specifically target ads to our demographic so we get the most exposure possible. We are also able to use Facebook's CRM data (Customer Relationship Data), to reach a new audience that have very specific similarities to ours.

Instagram

Although our Instagram account will not be used to promote sponsored content, we still believe that it will be a very effective platform for us. With the ability to share more than just photos, we are able to give our followers Instagram stories and videos, so they can get a behind the scenes look and the feeling of being at our events. Instagram also encourages our followers to participate and get engaged with our page due to hashtags. Hashtags are a great way for us to reach out to our existing demographic as well as reaching out to newer demographics we aim to engage with.

YouTube

YouTube is great for advertising because it is the second most searched engine in the world, so this allows us have a much bigger reach, and because 95% of our target audience are active on YouTube on a day to day basis. With YouTube, we are able to save money, because we are only paying a max .34, per view. YouTube also plays into Google Adwords which is another digital platform we are using. It

LinkedIn

We believe that LinkedIn is a very good social platform to use for our campaign because it goes perfectly with our target audience. LinkedIn is meant for those busy professional adults who are always on the go and do not really have time to give so they can check up on their social life. Posting blogs on LinkedIn is one of the best ways to attract the attention of our audience because they are always looking to learn new things and they are very open to the thought of giving.

Digital tactics & Measurement

Branded Content

We'd like to explore branded content that offers value to followers on the social media accounts. Therefore, for our ads that don't advertise "Redfest", we designed thoughtful, informative content that will be easily shared and offer followers information in an interesting way. It's a way of getting the message across.

Campaign-specific web domain

In order to be effective in tying together the big idea for this campaign, we recommend purchasing the web domain "Redfest.ca" as a central location for campaign material, information, ads and branded content. The name "Redfest" retains a similar theme as the brand's own "blood.ca" by being short and sweet but easy to understand. Using a separate web entity for this campaign will let us better track its success compared to the other advertising efforts the Canadian Blood Services (CBS) are running. All of the traffic from our ads and social posts will link to one central hub, where people can explore what events are happening in their city for "Redfest", as well as get some information about the Canadian Blood Services and how they can donate. This also allows us to track how many new donors are signing up because of this campaign, since they'll be using a signup link on Redfest.ca that's tagged with a string of google analytics code. A website also allows us the opportunity to set up proper SEO and get more organic traffic to the website without needing to spend any extra funds.

Google AdWords

We plan on making use of Google AdWords as a way of gaining search engine results during this time. Many people will be using Google to find out about Canada's 150th anniversary and what kind of events may be happening around it. Use of AdWords will optimize reach to our audience in one of the most unobtrusive ways possible. To effectively align the campaign with things that may be searched, we'd like to explore words such as the one's in the list below. It will also be a benefit to add words that may be misspelled as we'd still like for the social media accounts and Canadian Blood Services. Using a set budget that can be found in the media blocking and budgeting section of this report, we will purchase ads daily on a system of bidding, where our daily ad buy is spread out throughout the day to different audiences in order to effectively spend every dollar. Not only is it the largest online advertising platform in the world, but it's operated by one of the most data heavy companies, Google. Adwords will be monitored on a weekly basis throughout the campaign using the AdWords integrated analytics program. This data will tell us which words are most effective for which audiences, and from then we'll be able to refine our choices of words. This will lead to a much more targeted and controlled spending of funds. Within the first few weeks of the campaign, it will be apparent which words offer the most value.

SAMPLE WORDS

- **Blood**
- **Canada**
- **Donate blood**
- **Donations**
- **Canadian**

- **Canada 150**
- **Patriot**
- **Support**
- **Pride**

Direct Mail

In order to create direct interaction and get tangible results, we'll be sending out email content to everyone on the Canadian Blood Services' subscription list. The emails will be sent (if possible) based on the location of the promotion tour bus. We'd recommend to schedule each different email to be sent two weeks prior to "Redfest" arriving in the city, in order to make use of proper timing. This ensures the idea of donating is still fresh in their minds, and if they sign up through the email to donate, they can do so in the following weeks.

We'll measure results from the email, and apply it to future campaigns. If the results from the first few emails don't prove adequate, we will make changes and adjust for the next round of emails, to once again refine the process and create the most engaging email possible.

Social Media

Use of social media is also a very important aspect of our campaign. We plan to use social media both as the full service ad platforms they are, but also as tools to gain feedback and data from those who engage with the accounts the most.

Facebook and Instagram offer in-app analytics that can give us insights on how our ads perform. We'll be able to see what times and days of the week offer the most success for our audience. Facebook is a central hub with an incomparable database of demographic and psychographic information. Each social media channel allows to target consumers in slightly different ways. Facebook is inexpensive and similarly to Google's platform, allows you to set budgets daily, in order to get the most out of a campaign without going over budget unexpectedly. We'll also be using Facebook as a tool to test our ads before we commit to full out of home execution. We'll advertise several different concepts beforehand in order to test which ads generate more interaction, and once we see clearly which ads are the best, we will begin the process of implementing them outside in the form of bus shelters, interior bus cards, King sized bus ads and Train or LRT station ads. Since the event lasts 150 days total, we do not want people to tire of seeing them, after 50 days the best performing ads will be changed slightly in order to keep things diverse but also producing the best possible results.

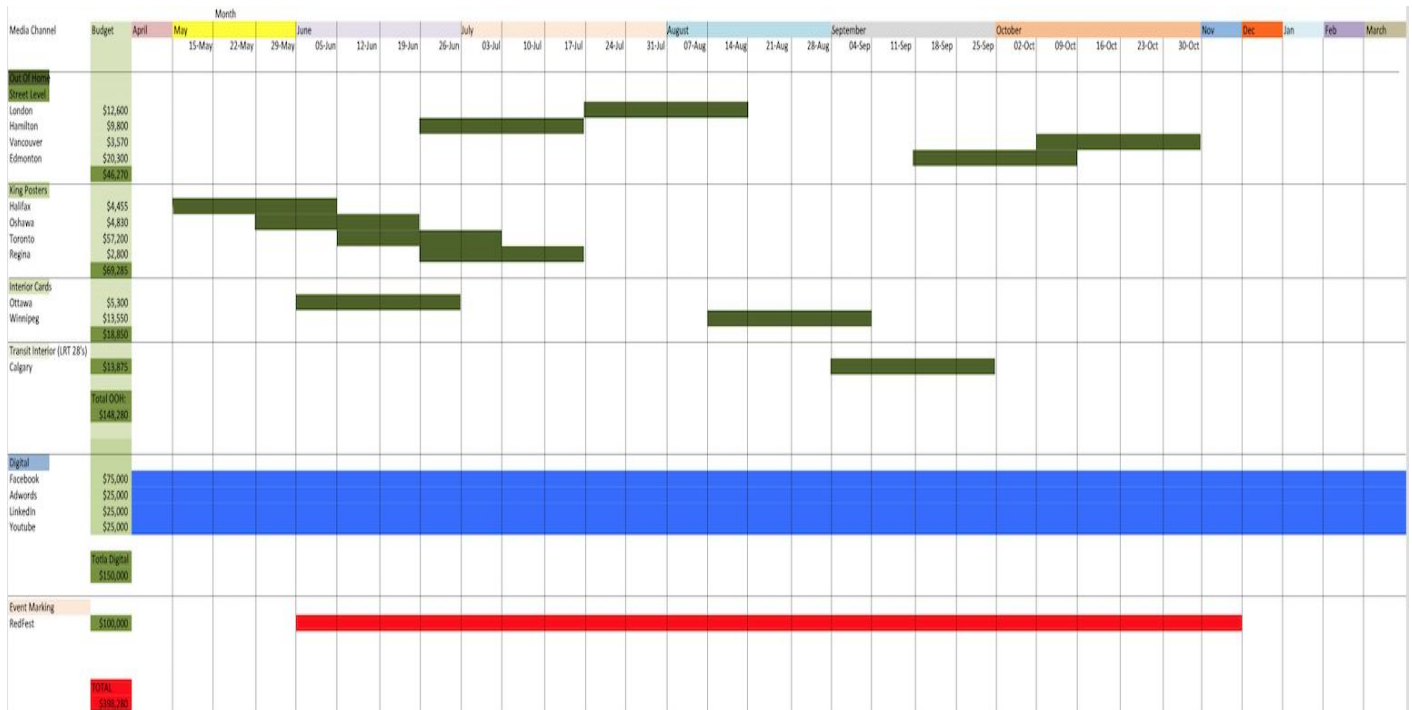
*(Model visualization how Facebook can target certain individuals through precise characteristics)

YouTube offers similar programmatic advertising where users can enter a set ad budget daily and receive a ballpark estimation of what kind of reach you can expect from a certain budget. YouTube is owned by Google and therefore has similar analytical tools embedded in their ad software to help advertisers get the most information out of their ads. We'll be able to see how many views are directly paid for, where the ads are most seen by our target, and how many clicks came from the ads. Targeting options are also strong on the platform, and will allow us to specify who will see the ads based on age, gender, interest, location and more. The most important thing to remember with programmatic advertising is the opportunity it offers to refine advertising throughout the process, instead of launching ads and making no changes or adjustments based on the outcome.

(YouTube offers a slider that changes information based on what kind of ad budget is set daily.)

LinkedIn is a suitable option for digital advertising, again using programmatic advertising to target consumers. LinkedIn targets adults and professionals better than Instagram and YouTube, therefore it's a great way of covering all bases as far as audiences. Professionals can be proven difficult to reach since they won't always be on Facebook during the day, or even actively use other social media. LinkedIn is the solution to this problem since professionals are more likely to check their LinkedIn pages and networks while at work.

BLOCKING CHART



Appendix

<http://funworldparty.com/products/games-dunk-tanks/>

https://www.wayfair.ca/ShelterLogic-20-Ft-W-x-20-Ft-D-Party-Shelter-and-Enclosure-Kit-2592-L1798-K~SHG1629.html?refid=GX84072458207-SHG1629_15235525&device=c&ptid=177675079964&targetid=pla-177675079964&PiID%5B%5D=15235525
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Clear Decisions